



Unpicking the fashion business

Launch event for *The Enterprise of Culture*

Thursday 5 December 2013

University of Leeds



The Enterprise of Culture is a three-year pan-European collaborative research project investigating the international structures and connections in the fashion industry since 1945.

Featuring talks from a panel of European researchers alongside fashion professionals, curators and archivists from the V&A (London), the Centre for Business History (Stockholm) and the M&S Company Archive, this event offers an insight into the business history of fashion — and an exciting glimpse of what we'll be wearing in the future.

Programme

1.15pm	Clothworkers Centenary Concert Hall foyer
	Registration and lunch reception
2.00pm	Clothworkers Centenary Concert Hall
	<p>Welcome and introduction to 'The Enterprise of Culture' Professor Regina Lee Blaszczyk, University of Leeds</p> <p>Transnational fashion: past perspectives <i>How fashion crosses continents and its impact on the clothes we wear</i> Speakers: Dr Véronique Pouillard Maliks (University of Oslo), Sonnet Stanfill (V&A, London)</p> <p>Trendsetting <i>Fashion-textile trade fairs and their role in the fashion industry</i> Speakers: Dr Ben Wubs & Dr Thierry Maillet (Erasmus University, Rotterdam)</p> <p>Business Archives <i>The use of archival work and its practical applications for fashion research</i> Speakers: Ingrid Giertz-Mårtenson (Centre for Business History, Stockholm) and Katharine Carter (M&S Company Archive, Leeds)</p> <p>Q&A session Professor Regina Lee Blaszczyk, University of Leeds and Professor Barbara Townley, University of St Andrews</p>

4.30pm	Depart for M&S Company Archive, Western campus
	Time to explore the <i>Marks In Time Exhibition Sustainable Fashion: Next Generation</i> student exhibition Refreshments and networking until 5.45pm
5.00pm to 5.45pm	ULITA – An Archive of International Textiles will be open at the Leeds University Business School (next to the Foyer)
6.00pm	Maurice Keyworth Building Lecture Theatre G.02, Leeds University Business School
	<p>Welcome Professor Frank Finlay, Dean of the Faculty of Arts</p> <p>The Colour Revolution: inaugural lecture <i>Tracing the relationship of colour and commerce, from haute couture to interior design, describing the often unrecognized role of colourists in consumer culture</i> Professor Regina Lee Blaszczyk, School of History, University of Leeds</p> <p>Award to winner of Sustainable Fashion: Next Generation student competition, presented by The Enterprise of Culture team</p> <p>The Museum of the History of Science, Technology and Medicine (School of Philosophy) will be displaying a number of artefacts relating to the history of colour chemistry at Leeds after the lecture. Museum website: http://arts.leeds.ac.uk/museum-of-hstm/</p>
7.00pm	Maurice Keyworth Building foyer, Leeds Business School
	<p>Drinks reception</p> <p>Opportunity to visit ULITA – An Archive of International Textiles</p>

The Enterprise of Culture (EOC) is funded by HERA II (Humanities in the European Research Area II). It is comprised of a team of researchers from the universities of Leeds, Erasmus Rotterdam, Oslo, Newcastle, St Andrews and Heriot-Watt, alongside the V&A, London, and the Centre for Business History, Stockholm. The project will work closely with other non-academic institutions such as the M&S Company Archive and the sponsors of fashion-textile trade fairs throughout Europe.

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Unpicking the fashion business is organised in conjunction with the M&S Company Archive

